



اَوْنِبُوْرَسِيْتِي تَيْكِنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLE OF ENTREPRENEURSHIP (ENT 530)

GROUP ASSIGNMENT

BM2424A1

“TUMPIRITOUS”

PREPARED BY:

NORSHIMAH BINTI JANIH 2017662976

DG IZZAH SYAFIQAH BINTI AISA 2017662318

DG NUR SYAFIQAH BINTI PG MOMIN 2017662744

RICHELLEY BINTI DIZEBIT 2017684354

SUBMITTED TO:

CYRIL SUPAIN @ CHRISTOPHER

Organizational Plan am Member

Organization plan is vital in the business plan. This can provide the information on how many workforce are needed in order to make sure the business run smoothly. Besides that, in this organization plan, we can detect and lay off unnecessary workers so that we able to minimize the cost and maximize the profit for this business. Furthermore, administrative manager will manage and provide the salary or wages to the other workers. In addition, the job requirement and specification also included in this organizational plan.

Functions of Management Planning

1. Planning

- Planning is the function of management that involves setting objective and determining a course of action for achieving those objective. Planning requires the managers to be aware of the environmental conditions that their organization facing and forecast future conditions.

2. Organizing

- The function of management that involves developing an organizational structure and allocating human resources to ensure the accomplishment of objectives.

3. Leading Dg Nur Syafiqah Binti Pg Momin

- Manager must be capable of leading their subordinates to work together to achieve organizational goals.

4. Controlling 00918-12-5092

- To identify between planned and actual result whether the organization is performing as what had been planned or not.

Organization 013-571 3893

Key Management Roles	Name
General Manager and marketing manager	Dg Nur Syafiqah Binti Pg Momin
Administration Manager	Dg Izzah Syafiqah Binti Aisa
Operational Manager	Richelley Binti Dizebit
Financial Manager	Norashimah Binti Janih

Schedule of Duties and Responsibilities

Positions	Duties and Responsibilities
<p style="text-align: center;">General Manager</p>	<ul style="list-style-type: none"> • Provide direction and guidance to all the employees in their assigned job duties. • Schedule meeting to discuss about business update, problem or issue and recommendation. • Develop the strategies to improve or enhance overall quality and productivity. • Responsible to the overall work and performance of a company.
<p style="text-align: center;">Administrative Manager</p>	<ul style="list-style-type: none"> • To make sure the business in administrative operations run smoothly. • Organize and supervise other office activities such as recycling, renovation, event planning and etc. • Monitor inventory of office supplies and the purchasing of new material with attention to budgetary constraints. • To manage the schedule and deadlines.
<p style="text-align: center;">Marketing Plan</p>	<ul style="list-style-type: none"> • To estimate the market size, market share and forecasting sales. • Identifying, evaluating and developing strategies of marketing for the business. • To identify the demand for the firm's services and services and recognize potential customer. • To attract, retain and grow revenue from a company's targeted customers. • To develop pricing strategies, balancing firm objectives and customer

<p>Operational Manager</p>	<p>satisfaction.</p> <ul style="list-style-type: none"> • To ensures smooth operation of various processes that contribute to the production of goods and services of the organization. • Plays a leading role in managing both raw materials and personnel. • To make sure an organization is running as well as it possibly can, with a smooth efficient service that meets the expectations and needs of customers and clients. • Responsible for the overall performance of the general workers assigned. • To manage all the business flow during operation.
<p>Financial Manager</p>	<ul style="list-style-type: none"> • Responsible for the financial of an organization. • To engage in financing analysis in such areas as forecasting, budgeting, engaging in cost reduction analysis. • Oversee programs to minimize risks and losses that may arise from financial transactions and business operation. • To reconcile monthly activity, generating year-end report of financial. • To prepare direct annual budget and planning process for the organization's annual budget.

ENVIRONMENTAL INDUSTRY ANALYSIS

The reason why we come out with this idea is because we want to promote the local product. This food is often eaten by villager. Not everyone in the city knows this food. We believe that we can compete with other restaurants that sell western food since our food inspired by a food that we called burrito that came from Mexico. For now our target is mostly youngster, we provide affordable price and produce new taste for people to taste. We produce variety kind of "Tumpi" that makes our product unique.

We call it "Tumpi". It is slightly different from Roti Canai, Chappati or lempeng. Tumpi that we know is usually eaten like Roti Canai, there is no specialty. It looks like we eat Roti Canai just it is more simple. So, we come out with an idea to eat it with chicken or meat inside plus with some vegetable, egg and sauce like cheese and mayonnaise and it turn out great. We improve the product by adding stuff like chicken and meat and used Tumpi as the wrapper. We were inspired by burrito. By adding all the ingredients, we come out with this product to get rid of the boringness of eating simple Tumpi and we want to promote our local product to all people.

Products that we offer are like "Tumpi Daging Special", "Tumpi Ayam Special" and "Tumpi Telur". Our customer can request additional sauce like cheese sauce and they just have to add a ringgit. Our product very special because not many people from city knows this product. Usually it was eaten by villagers for breakfast or for teatime. Since we target mostly youngster as our customer, we only focus in UiTM area first. So, it is actually gives disadvantage for us because we only focus on UiTM area so our target market will be small.

Our business emphasized on people orientation as the customer satisfaction is our top priority. We can gain customer loyalty by producing good quality of food and fulfilling their wants and needs. We can produce tasty food and people can taste the new taste of food. We want everyone to taste our food since this food is new in the market. We will ensure that in the future we will add more kind of Tumpi, so that our customer will have variety of choices and that will satisfy them. They will be loyal to us and we can attract more poteantial customer in the future. Achieving customer satisfaction means to have repeat customer which result in our business growth and positive image.